

A MATTER OF DESIGN

MAKING SOCIETY THROUGH
SCIENCE AND TECHNOLOGY

PROCEEDINGS OF THE 5TH STS ITALIA CONFERENCE 2014

EDITED BY
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***A Matter of Design: Making Society through Science and Technology
Proceedings of the 5th STS Italia Conference***

*Edited by Claudio Coletta, Sara Colombo, Paolo Magaudda, Alvise
Mattozzi, Laura Lucia Parolin and Lucia Rampino*

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TABLE OF CONTENTS

EDITORS' INTRODUCTION	I
An 'Epistemic' Encounter between STS and Design	

SECTION I

Design, Social Innovation, and Cultural Identities

Diachronous Dilemma: representing American hegemony in three centuries of attitudes to design	3
<i>Ted Cavanagh</i>	
Design Practice: Making Beyond Borders	17
<i>Carla Cesare</i>	
'We, L'Aquila': Production and representation of urban space through a social map platform	35
<i>Manuela Farinosi, Alessandra Micalizzi</i>	
The game as social activator, between Design and Sociology: a multidisciplinary framework to analyse and improve the ludic experiences and their social impact	51
<i>Enrico Gandolfi, Ilaria Mariani</i>	
Towards a transnational history of urban design	69
<i>Michel Geertse</i>	
L'approccio storico al design. Stereotipi, aporie, paradigmi (?)	85
<i>Giorgio Giallocosta, M. Cristina Tonelli</i>	
Valorizzazione, fundraising, design: un'innovazione sostenibile per il patrimonio culturale italiano	99
<i>Gianluca Grigatti</i>	
Identità visive generative. Programmare la corporate identity	111
<i>Francesco E. Guida</i>	
Street Furniture and the Nation State: A Global Process	127
<i>Eleanor Herring</i>	
Beyond social innovation: design as cultures active-action	137
<i>Eleonora Lupo</i>	
(Dis)placement of/by Design: Social Construction of Pojang-macha (Re)Designing in Seoul	155
<i>Min Soo-hong</i>	
Cities transformations, social innovation and service design	169
<i>Alessandro Deserti, Francesca Rizzo</i>	
Temporal merging of actantial models of space	185
<i>Gunnar Sandin</i>	
Narrare il Territorio: Dispositivi e Strategie d'Innovazione per gli Spazi Percepiti	201
<i>Giovanni Baule, Daniela Anna Calabi, Sabrina Scuri</i>	

TABLE OF CONTENTS / INDICE

Social Design for whom and what purpose? Community network knowledge, conversation-as-commoning and design research <i>Kaye Shumack</i>	217
Otherwise Engaged: designing a post-digital Space of Appearance in Auckland, New Zealand <i>Charles Walker, Dermott McMeel</i>	233

SECTION II

Design, Creativity, and Process

A Manifesto of Change or Design Imperialism? A Look at the Purpose of the Social Design Practice <i>Danah Abdulla</i>	245
Exploring Model Making: Translating Intuitive Aspects Of Conceptual Models Into Digital Realm <i>Elif Aktaş</i>	261
L'immaginazione ludica, un sapere incarnato nella materia <i>Francesca Antonacci</i>	281
Doing Stuff with Stuff: Designing for the Everyday Metamorphosis of Collaborative Work Environments <i>Chris Berthelsen, Charles Walker</i>	295
Designing the Body of Architecture Through Biological Analogies <i>Fiorenza Gamba</i>	311
Are Open Innovation processes structured for disturbance? <i>Jan Eckert, Lukas Scheiber, Peter Schwehr</i>	329
Innovative processes for jewellery production <i>Paola Garbagnoli, Maria Vittoria Diamanti, Barbara Del Curto, Valeria Masconale, Maria Pia Pedeferra</i>	341
Procedures for Community Based Parametric Design and Making <i>Jason S. Johnson, Alyssa Haas, Guy Gardner</i>	351
Smart materials: development of new sensory experiences through stimuli responsive materials <i>Esther Lefebvre, Agnese Piselli, Jenny Faucheu, David Delafosse, Barbara Del Curto</i>	367
Participating in infrastructuring. The active role of visitors and curators in museums <i>Teresa Macchia, Lily Diaz, Vincenzo D'Andrea</i>	383
The Human Creator as an Interface <i>Sandra Plontke</i>	395
Research Through Design: What Does it Mean for a Design Artifact to be Developed in the Scientific Context? <i>Selena Savic, Jeffrey Huang</i>	409

<u>D-STEM: a Design led approach to STEM innovation</u>	425
<i>Anne Toomey, Veronika Kapsali</i>	
<u>The 'Makers contradiction'. The shift from a counterculture-driven DIY production to a new form of DIY consumption</u>	439
<i>Alessandro Carelli, Massimo Bianchini, Venanzio Arquilla</i>	
<u>Foretelling and Shaping the Future of Technology: the Role of Communication Designers in the Design of Innovation</u>	461
<i>Margherita Pillan, Marco Spadafora, Annamaria Andrea Vitali</i>	
<u>Break-it, hack-it, make-it: the 'Hack-a-Thing' workshop series as a showcase for the integration of creative thinking processes into FabLab Genk</u>	477
<i>Katrien Dreessen, Selina Schepers, Danny Leen, Kris Luyten, Tom De Weyer</i>	

SECTION III

Digital Media and Knowledge Society

<u>Designing Identities on the Digital Mirrors of Facebook: The Reflection & the Real</u>	495
<i>Zeynep Arda</i>	
<u>Quis Monet Ipsos Monitores? Motivations, methodological issues and techniques for monitoring the controversy on surveillance as a topic in on-line scraped textual data</u>	511
<i>Alberto Cammozzo, Andrea Lorenzetti</i>	
<u>Affrontare il divario generazionale tecnologico attraverso il gioco</u>	527
<i>Giuliana Catapano, Ilaria Mariani</i>	
<u>From bits to atoms: sensory displays for digital information</u>	547
<i>Sara Colombo, Lucia Rampino</i>	
<u>The Big Data as 'presentification' of knowledge</u>	569
<i>Sabino Di Chio</i>	
<u>Networked and Technological Paradigms of Digital Whistleblowing</u>	583
<i>Philip Di Salvo</i>	
<u>Identità immortali. L'Afterlife digitale come estensione dell'identità</u>	595
<i>Fiorenza Gamba</i>	
<u>Big Data and Nate Silver's Computational Protocols: predictive Analytics and innovative Digital Methods for the Study of the Political Trends. A critical debate</u>	609
<i>Michele Infante</i>	
<u>Towards a typology of materiality/corporeality of music in the digital multimedia regime</u>	635
<i>Stefano Lombardi Vallauri</i>	
<u>Borders. Visual analysis of Cinema's inner dynamics and evolutions. A case study based on the Internet Movie Database</u>	647
<i>Giovanni Magni, Paolo Ciuccarelli, Giorgio Uboldi, Giorgio Caviglia</i>	

TABLE OF CONTENTS / INDICE

Smart Meters as boundary objects in the energy paradigm change: the CIVIS experience	667
<i>Giacomo Poderi, Matteo Bonifacio, Andrea Capaccioli, Vincenzo D'Andrea, Maurizio Marchese</i>	
The materiality of code: Towards an understanding of socio-technical relations	681
<i>Winnie Soon</i>	
Digital literacy e disuguaglianze tra i giovani: oltre le metafore semplificatorie	697
<i>Simona Tirocchi</i>	
Orientare l'analisi. Una semiotica critica e materiale è possibile?	711
<i>Matteo Treleani</i>	
Mobility and the Smart City. Innovative Solutions for Responsive Urban Spaces	725
<i>Marco Zilvetti, Fausto Brevi</i>	

SECTION IV

Aesthetics, Narration and Critical Design

Narratives And The Co-Design Of Spaces For Innovation	743
<i>Anzoise Valentina, Stefania Sardo</i>	
Lições de Salazar [Salazar's lessons] 1938: the role of progress and technology on an authoritarian regime ideology	763
<i>Carlos Bártolo</i>	
Experts, Expertise and Qualitative Judgment in Canadian Architectural Competitions	781
<i>Carmela Cucuzzella, Jean-Pierre Chupin</i>	
Il concetto di sostenibilità nella moda: il caso della lana rustica italiana	797
<i>Monica Cariola, Greta Falavigna, Valentina Moiso, Elena Pagliarino</i>	
Eстетiche dei futuri come estetiche dei contrasti. Processi design driven di costruzione condivisa di scenari	813
<i>Flaviano Celaschi, Elena Formia</i>	
The rhetoric and rhetoricality of Bio-Design	829
<i>Marjan Groot</i>	
Chasing The Hobbit. The Cultural Contents Of Mainstream Media Products	847
<i>Luca Guerrini</i>	
Design, scienza ed estetica nei territori dell'innovazione	863
<i>Francesca La Rocca</i>	
The Human Emotional System and the Creativity in Design	881
<i>Marco Maiocchi, Margherita Pillan</i>	
Autarchy: The Making of Dutch Design in Practice	901
<i>Joana Ozorio De Almeida Meroz</i>	

<u>Interferenze digitali. Un'estetica delle pratiche digitali a supporto del discorso di design</u>	921
<i>Elisa Bertolotti, Federica D'urzo, Francesca Piredda</i>	
<u>Design Narratives and Social Narratives for Community Empowerment</u>	935
<i>Valentina Anzoise, Francesca Piredda, Simona Venditti</i>	
<u>Today's culture jamming aesthetics: an investigation to understand the consumption of visual resistance</u>	951
<i>Andréa Poshar</i>	
<u>Unpleasant Design. Designing Out Unwanted Behaviour</u>	975
<i>Gordan Savicic, Selena Savic</i>	
<u>When Human Body Meets Technology: The Designer Approach to Wearable Devices</u>	989
<i>Venere Ferraro, Matteo O. Ingaramo</i>	
<u>Per una sperimentazione materica postdigitale. Oltre i bits, i nuovi atomi</u>	1005
<i>Chiara Scarpitti</i>	

SECTION V

New and Responsible Socio-Technical Paradigms

<u>Anticipating and Responding to Challenges Regarding Digital Technologies and Valuing</u>	1017
<i>Barbara Andrews, David Hakken, Maurizio Teli</i>	
<u>Citizens' veillance on environmental health through ICT and genes</u>	1031
<i>Annibale Biggeri, Mariachiara Tallacchini</i>	
<u>The Corporation and the Panchayat. Negotiations of knowledge in an Indian Technology Park</u>	1045
<i>Elena Bougleux</i>	
<u>From physical to digital. A new way of interaction with an Integrated System of smart appliances</u>	1059
<i>Silvia D. Ferraris, Lucia Rampino</i>	
<u>Grounded Reflexivity: an approach to the polysemy of Responsible Research and Innovation</u>	1075
<i>Robert Gianni, Philippe Goujon</i>	
<u>La valutazione delle prestazioni urbanistiche dei parchi scientifici e tecnologici: alcuni casi italiani a confronto</u>	1089
<i>Giampiero Lombardini</i>	
<u>Digital Makers: an Ethnographic Study of the FabLab Amsterdam Users</u>	1105
<i>Irene Maldini</i>	
<u>Collective decision making on risk management and sustainable manufacturing of nanomaterials and the role of decision support tools</u>	1115
<i>Ineke Malsch, Vrishali Subramanian, Elena Semenzin, Danail Hristozov, Antonio Marcomini</i>	

TABLE OF CONTENTS / INDICE

RECYCLE TOOLKIT. Strategie per il riciclo di aree dismesse <i>Chiara Olivastri</i>	1131
In the Interior of Innovation: The FabLab Synthesis of Physical and Virtual Environments <i>Ricardo Saint-Clair</i>	1145
Radical Innovation in Urban Development as Making Unfolds Its Potential <i>Peter Troxler, Gert-Joost Peek</i>	1163

SECTION VI

Health, Safety, and Wellbeing

The document use as a situated practice in pre-hospital emergency care <i>Petra Auvinen, Hannele Palukka, Ilkka Arminen</i>	1179
L'interpenetrazione tra valori e design nell'ideazione, implementazione e funzionamento della rete di Telessaùde brasiliana <i>Carlo Botrugno</i>	1197
Una tutela 'by design' del diritto alla salute. Prospettive di armonizzazione giuridica e tecnologica <i>Raffaella Brighi, Maria Gabriella Virone</i>	1211
The role of artefacts in the coordination of home care practices <i>Adeline Hvidsten, Antonalla La Rocca, Thomas Hoholm</i>	1223
Taking Care of Drivers/Taking Care of Technologies? Tensions and Promises of Advanced Driver Assistance Systems <i>Oana Mitrea</i>	1239
Spazi di transizione tra strutture sociosanitarie e città. Condividere funzionalità in ambiente urbano <i>Valentina Napoli</i>	1253
Design partecipato e pratiche della sicurezza nei cantieri <i>Silvia Pericu</i>	1269
Connective practices in the access of immigrants to healthcare services: The role of the language and cultural mediator as a boundary subject <i>Paolo Rossi, Mara Tognetti Bordogna</i>	1283
Improving medical information of blood tests results through the application of co-design <i>Mónica Santos, Susana Barreto, Katja Tschimmel</i>	1297
Enhancing Corporeal Boundaries through Technology <i>Secil Ugur Yavuz</i>	1312
Il progetto della casa sensibile – Designing the Sense-Able Home <i>Niccolò Casiddu, Claudia Porfirione, Matteo Zallio</i>	1325
Organizzare la cura fuori dai contesti istituzionali: il caso dei pazienti anziani con terapie complesse <i>Alberto Zanutto, Francesco Miele, Enrico Maria Piras, Claudio Coletta, Attila Bruni</i>	1343

EDITORS' INTRODUCTION

An 'Epistemic' Encounter between STS and Design

The present publication contains a selection of the works presented at the 5th STS Italia Conference, held in Milan from June, 12–14 2014. The main theme of this STS Italia conference's edition was the intersection between Design Studies and Science & Technology Studies. The Conference was the main event of STS Italia, the Italian Society for the Study of Science & Technology and the 2014 edition was organized in collaboration with the Design Department of Politecnico di Milano. Thanks to this cooperation, the conference was a unique space for interdisciplinary encounters between different scientific and intellectual milieus, which have interacted on very practical terms, fostering a reflexive account both in Design and STS practices.

In the last thirty years, the word 'design' along with all the practices that compose this word have become more relevant and ubiquitous in our societies. Today, design is often linked to new technological developments and at the same time is conceived as a practice that gives meaning to artefacts, services and experiences defining our everyday life. Thus, from being just 'styling', design has become, in our artefacts-dense world, the main practice related to the articulation of social relations through artefacts; indeed, it is through the very act of articulating artefacts' forms and meanings that design shapes our social networks – either those brought about by artefacts or those that make artefacts possible.

Because design is part of a complex network, it cannot be explained as the result of independent rational choices carried out by isolated individuals, whether designers, producers or users. Rather, design processes are the outcome of collective processes in which humans and nonhumans interact. For these very reasons, design has become of interest for Science and Technology Studies, which have been assessing these networks of humans and non-humans, giving way to innovation for the last 40 years.

Whether the reciprocal interest between these two fields is recent, as shown by many publications (among others: Binder, 2011; Fallan, 2010;

EDITORS' INTRODUCTION

Farias and Bender, 2011; Houdart, 2006; Ingram et al., 2007; Latour, 2008; Latour and Yaneva, 2008; Shove et al., 2007; Storni, 2012; Suchman, 1987; Wilkie, 2011; Woodhouse and Patton, 2004; Yaneva, 2009a; 2009b), the overlap between issues of interests for these two fields emerged in the more distant past with the development of IT, as witnessed by the well-known Italian designer Ettore Sottsass, who in the 1960s collaborated with the Italian computer manufacturer Olivetti on the Elea, one of the first microcomputers:

It was immediately obvious in the first years in which I worked on the ELEA that in the design of certain gigantic instruments, as electronic machines were then, or in the design of groups of machines which have a logical and operational relationship between each other, one ends up immediately designing the working environment; that is, one ends up conditioning the man who is working, not only his direct physical relationship with the instrument, but also his very much larger and more penetrating relationship with the whole act of work and the complex mechanisms of physical culture and psychic actions and reactions with the environment in which he works, the conditionings, the liberty, the destruction, exhaustion and death. (Ettore Sottsass quoted in P. Sparke, *Ettore Sottsass Jnr.* London: Design Council. 1982, p. 63.)

Although such an encounter could seem obvious since it literally follows the order of things, it has not been simple or straightforward, nor can it be taken for granted, in general and especially at the STS Italia Conference. As it has been also noted by Paolo Volonté (2014) in presenting the conference keynote lectures – which have been published on a special issue of the journal 'Tecnoscienza' – we witnessed, indeed, to a meeting between two 'epistemic cultures', i.e. two 'sets of practices, arrangements and mechanisms bound together by necessity, affinity and historical coincidence which, in a given area of professional expertise, make up how we know what we know', as clarified by Knorr-Cetina (2007, p. 363); or between two 'epistemic communities' (Haas, 1992; Akrich, 2010), each sharing policy orientations on problems at stake and a technoscientific repertoire for possible ways of solving them. In other terms, they represent different 'machineries of knowledge construction' (Knorr-Cetina 1999, p. 3). What occurred at the STS Italia conference was encounters between different practices, artefacts, references, values and ways of judging what is relevant

and what is not, what can be taken for granted and what has to be made explicit and must be justified and grounded, what is reliable and what is not.

Such an epistemic encounter has occurred – as the many thematic sessions of the conference showed – in studying the more diverse subjects: from communication tools to innovation processes, from robotics to smart fibres, from workplaces to medical products or even the human body. These proceedings bear the traces of all these differences and the slow negotiations over them. In this sense, these proceedings can be considered as an on-going preparation for a dialogue (or a clash) where each party places its troops and studies the other, rather than dwelling on its ending accomplishment.

The published papers reflect the heterogeneity of the conference in terms of the specific themes considered, the theoretical frameworks adopted and the epistemic perspectives owned by the different authors. The six sections of this volume reflect the conference structure, and together they draw a variegated picture of the topics and perspectives in the encounters between two different 'epistemic cultures'. Section 1 (Design, Social Innovation and Cultural Identities) reveals how recently design has been seen as an instrument to create and sustain social change and innovation stemming from local communities. The papers in this section present case studies on social design and discuss its role in the creation of both culture and (urban or local) identities. Section 2 faces the challenges raised by the Digital Media and Knowledge Society. The rise of the knowledge society has several implications in terms of, for instance, the epistemological consequences of the availability of a large amount of data and the social consequences of ubiquitous wireless networking. The papers in this section analyse such implications from different disciplinary points of view. Section 3—Design, Creativity and Processes—addresses the analysis of design practices and creativity processes. The papers explore practices and processes through which new artefacts and services emerge, become stabilized and acquire a specific identity. The emphasis is on the entanglement of human and non-human elements (material, symbolic, sensorial, imaginative) involved in these processes. Aesthetics is a key issue in design, traditionally linked to the physical and static aspects of a product. Section 4 (Aesthetics, Narration and Critical Design) points out that nowadays the 'aesthetic' appraisal of products and services can take into account different aspects, linked to the temporal and expressive aspects of interactive behaviours, or to the sustainability of the manufacturing process.

EDITORS' INTRODUCTION

This adds both a narrative and a critical dimension to aesthetics. The spread of new manufacturing possibilities (i.e. rapid prototyping tools) is causing a socio-technical paradigm shift taking place in the processes of materialization and production of goods and services. Section 5, titled *New and Responsible Socio-Technical Paradigms*, deals with this changing scenario, where the relevance of sustainability and ethics in industry is increasing. At the same time, there is a growing call for responsibility in research and innovation activities. Finally, the last section (*Health, Safety and Wellbeing*) deals with the STS analysis of design issues related to healthcare, mobility, housing and work that affect the way services and welfare take place. The emphasis is especially on the hybrid and collective dimension of values, technological infrastructures and practices that re-create social relations, communities and everyday life.

The published papers are a selection of the full papers submitted to the Conference. These were already a selection of all the works (244 in total) presented to the various tracks of the conference since many, by author choice, remained just abstracts (available as documentation on the conference's website). The selection of the abstracts for the conference was managed by the track convenors, while reviewing and the subsequent selection of the full papers for publication in the present Proceedings has been managed by the editorial committee. Each paper has been reviewed by the editorial team and has been accepted on a few porous selection criteria related to the desire to include different points of views and voices, regardless of the main perspective adopted and the main disciplines of origin. As a result, this publication contains 86 reviewed papers representing a variegated and multi-perspective output of this encounter among scholars coming from different fields and sectors but bound together by a special sensitivity toward design processes and practices, materials, technologies and the social and cultural issues imbricated into and through these elements.

Given the huge work done and the several steps that brought to this book, we need to thank several people that have directly and indirectly contributed to the final outcome. First of all, we want to thank STS Italia Board's members Paolo Volonté, Manuela Perrotta, together with the members of the conference's scientific committee: Paolo Ciuccarelli, Stefano Maffei, Giuseppina Pellegrino and Francesco Trabucco, for their contribution in the design of the overall programme of the conference.

Many thanks to the several convenors and organizers of the tracks at the conference: they articulated the main theme into a multiplicity of subjects and questions and have been responsible for the initial selection of abstracts, as well as for feedbacks on the presentations during the conference: Christophe Abrassart, Gabriele Balbi, Filippo Barbera, Davide Bennato, Massimo Bianchini, Philip Boucher, Johanne Brochu, Johannes Bruder, Attila Bruni, Roberto Cibin, Fausto Colombo, Michela Cozza, Vincenzo D'Andrea, Antonella De Angeli, Greta Falavigna, Giolo Fele, Alain Findeli, Peter Gall Krogh, Renaud Gaultier, Guido Gorgoni, Luca Guerrini, Luca Guzzetti, Klaus Hadwiger, Christine Leuenberger, Eleonora Lupo, Marina Maestrutti, Dario Mangano, Claudia Mareis, Iliaria Mariani Javier Gimeno Martínez, Fabien Mieyeville, Francesco Miele, Dario Minervini, Valentina Moiso, Alessandro Mongili, Francesca Musiani, Federico Neresini, Guido Nicolosi, Joana Ozorio de Almeida Meroz, Tatsuma Padoan, Jean-Patrick Péché, Giuseppe Pellegrini, Annalisa Pelizza, Enrico Maria Piras, Giacomo Poderi, Sébastien Proulx, Gene Rowe, Philippe Silberzahn, Matteo Tarantino, Simone Tosoni, Mauro Turrini, Thomas Vangeebergen and Carolin Wagner. We are particularly grateful to the PhD School of Politecnico di Milano that enabled this publication with its generous financial support. Special thanks go to Stefano Crabu for his precious work in publishing production.

Lastly we have to highlight that this is the first volume released directly by STS Italia, under the label STS Italia Publishing, with the aim of extending the scientific activities of the Society. The choice has been to publish the papers with an open access policy, both to help the visibility of these works and also to experiment alternative ways in scientific publishing and therefore in what we can define our 'epistemic machineries'.

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